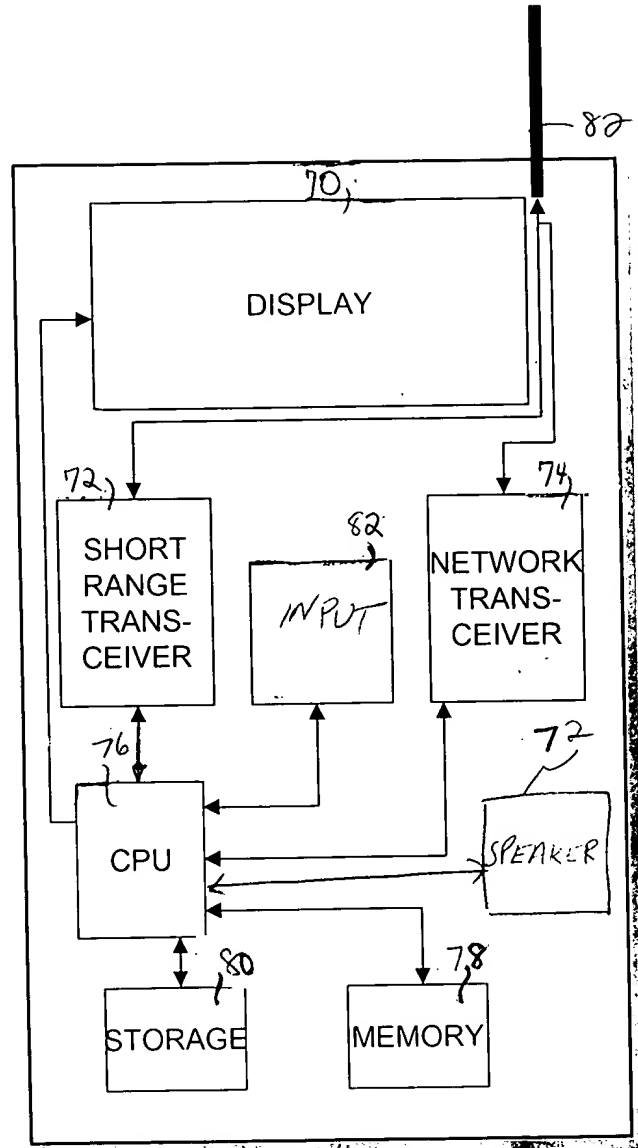


(AP= access point)
(Service user= advertising entity)



20

FIG. 2

Advertiser specifies parameters to server ~ 90



Server checks the current degree of service utilization ~ 92



Server counts the number of mobile terminal users in the local area from mobile network ~ 94



Server selects the number of possible customers in the area from the mobile terminal users based on the profiles of the mobile terminal users ~ 96

Generate Customized Ad ~ 97



Server sends a customized ad to potential customers in the local area through mobile network ~ 98

FIG. 3A

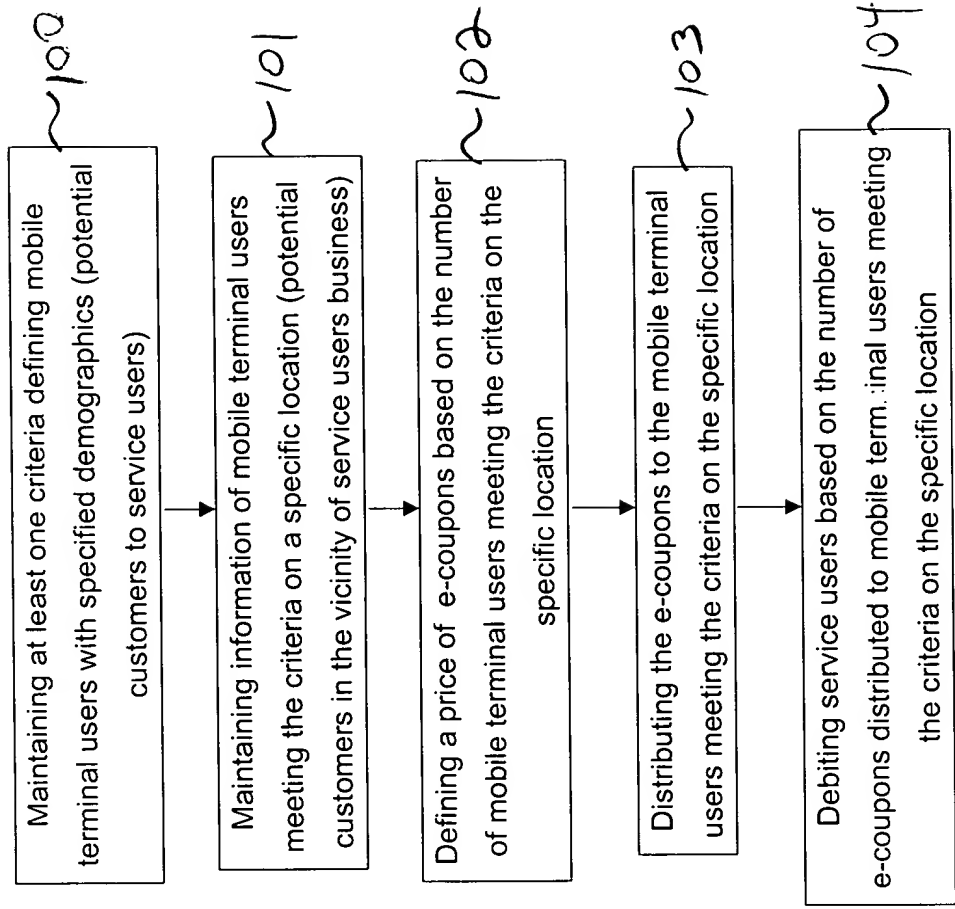


FIG. 3B

106

107

108

109

Amount of Visitors

50

Do you want to send an e-coupon?

☐ Yes ☐ No

What is the offer?

☐ \$5.00 Big Lunch

Time Limit

☐ Before 11:00 a.m.

105

FIG. 4

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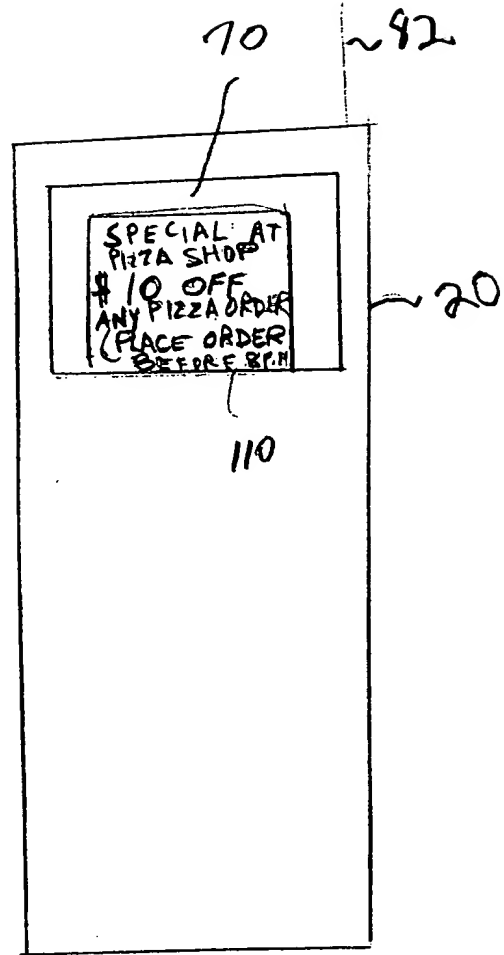


FIG. 5

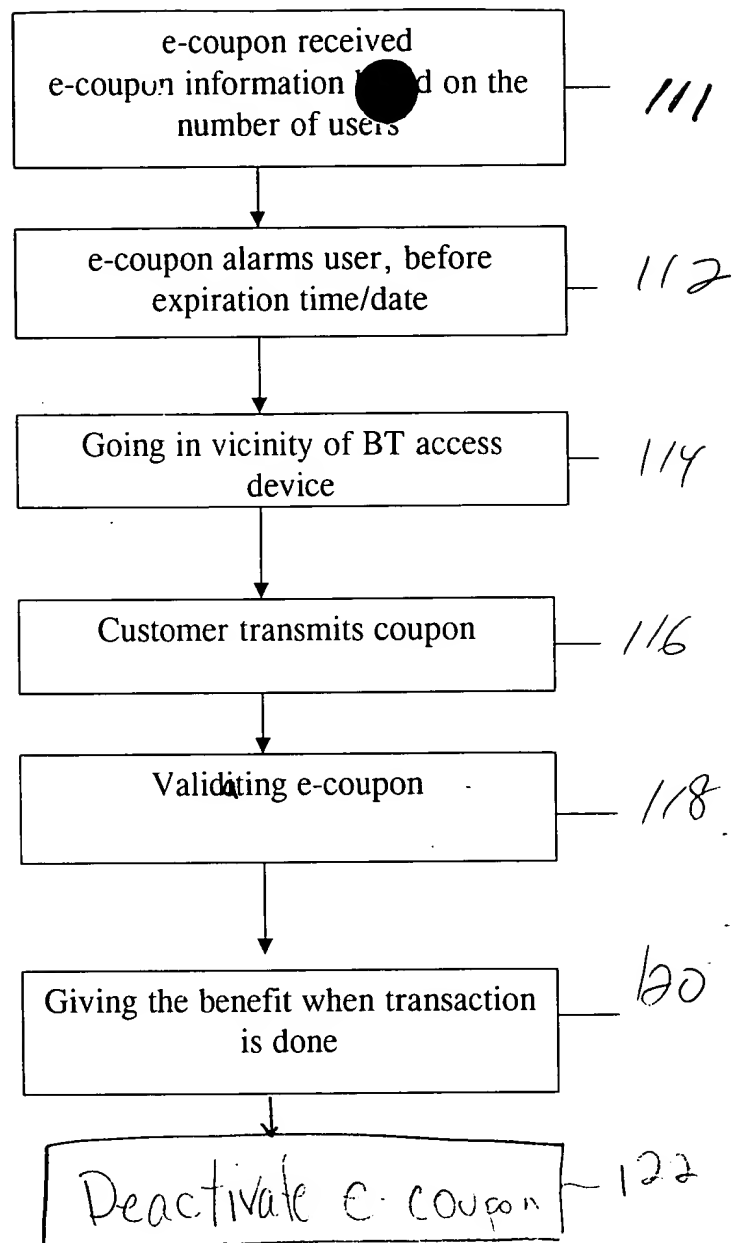


FIG. 6

130
Central Register

132 Company Name	134 Location	136 Advertisement	138 Amount of Visitors
1. Company No. 1	Cell Id. No. 560	xxx	100
2. Company No. 1	Cell Id. No. 720	yyy	10
3. Company No. 2	Cell Id. No. 1055	277	1000
4. Company No. 3	Cell Id. No. 1000	vvv	55
5. Company No. 4	YPS 22'15" , 29'25"	aaa	5
6. Company No. 5	BT No. 565	dddd	25

FIG. 7

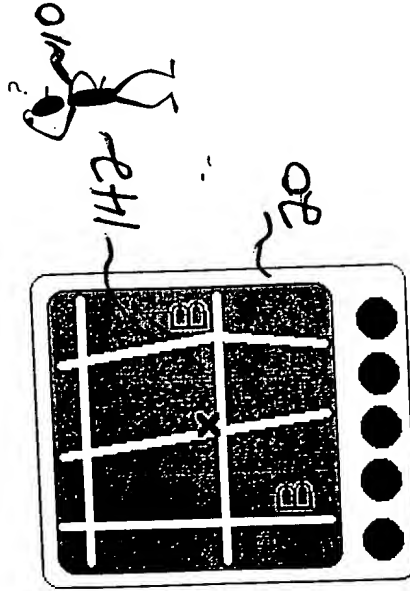
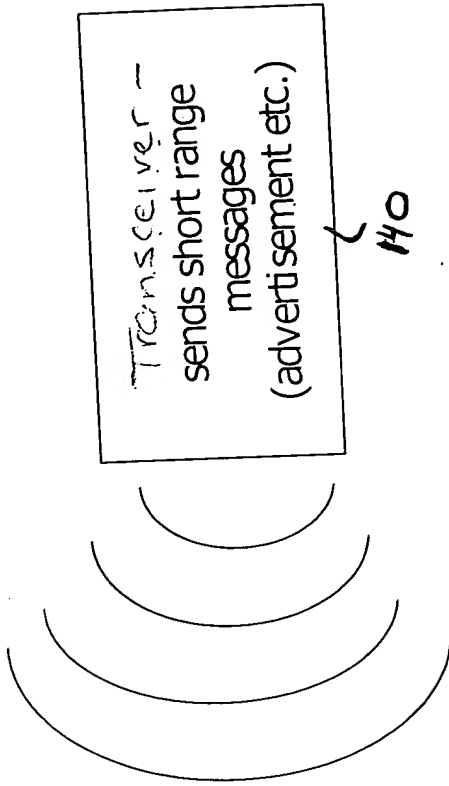


FIG. 8

FIG. 9

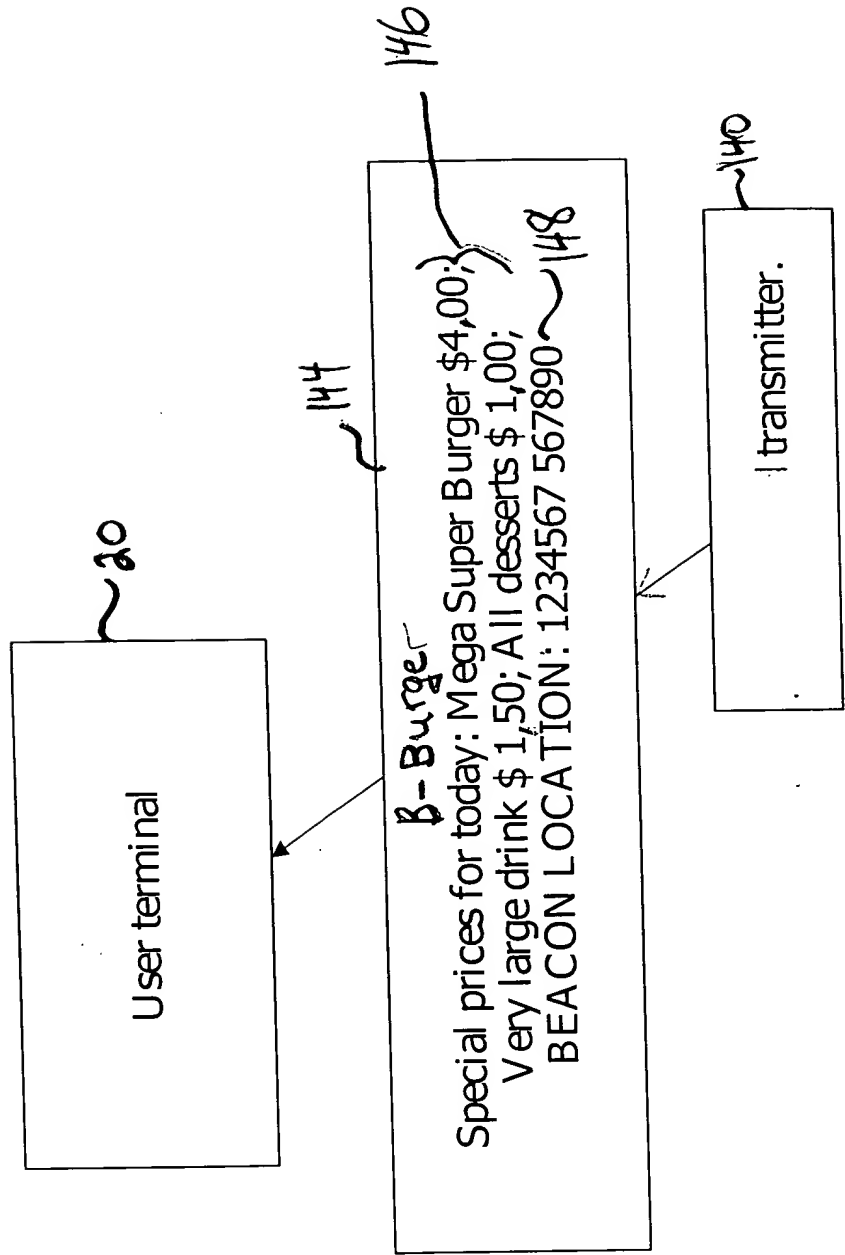


Fig. 10

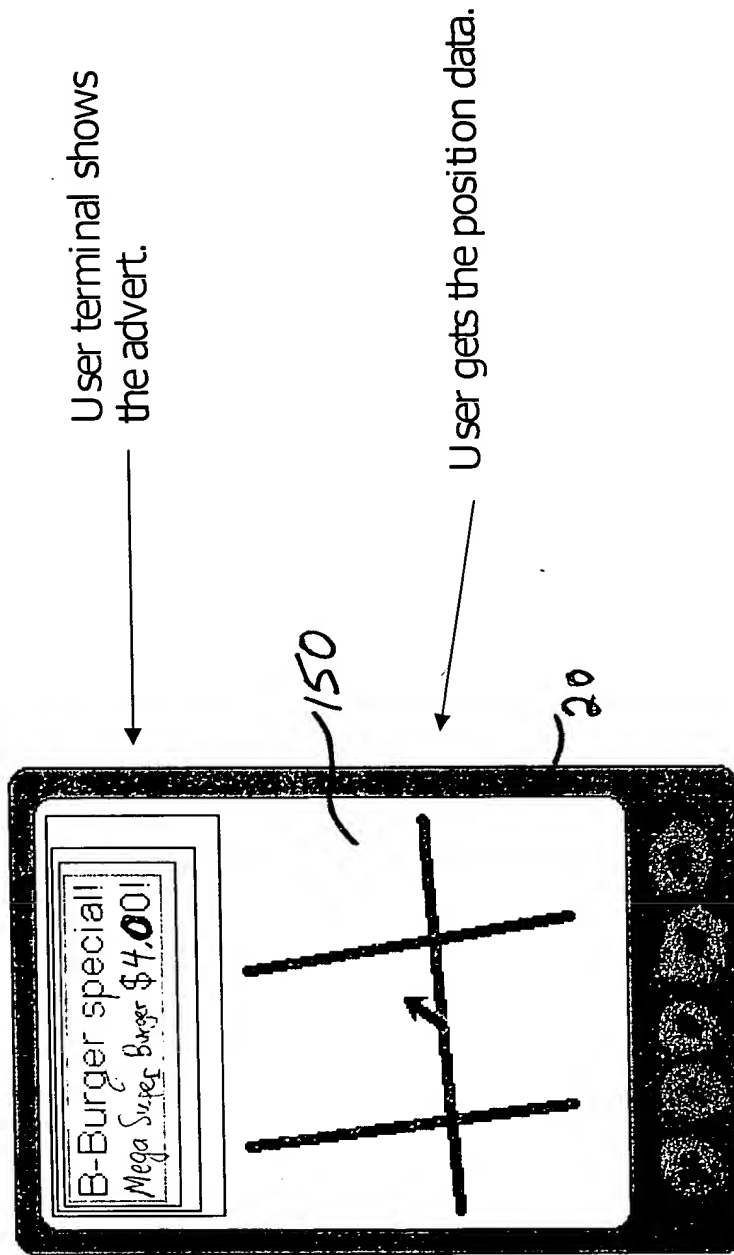
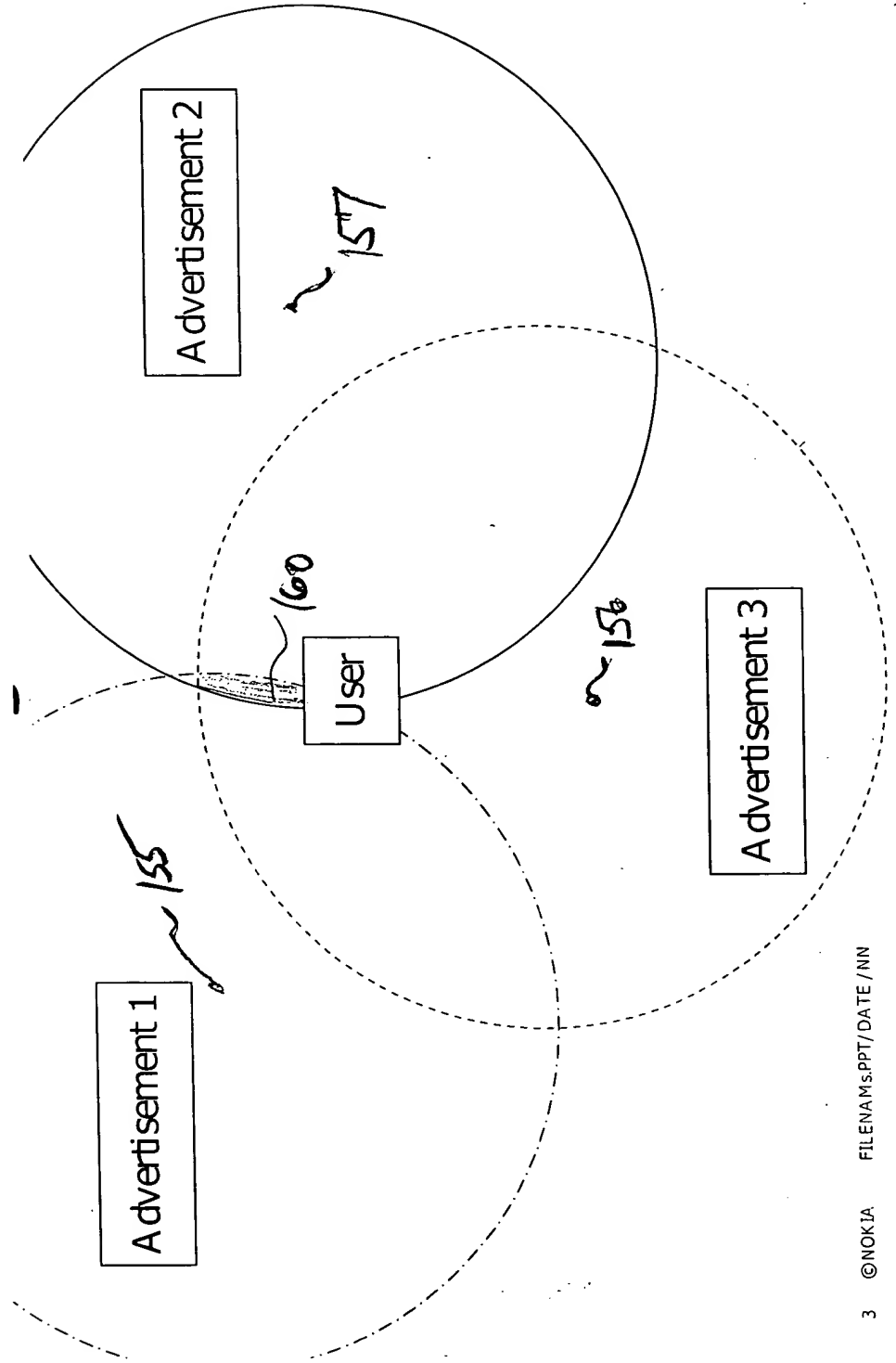


FIG. 11



CRITERIA DATABASE 170

FIG. 12A

Criteria register	customers	price
criteria # 1	0-100	0.3 \$
	101-500	0.4 \$
	501-...	0.5 \$
criteria # 2	0-100	0.3 \$
	101-500	0.4 \$
	501-...	0.5 \$

ADVERTISER PRICING DATABASE 180

FIG. 12B

Advertiser	Ad ID	no. of customers meeting criteria	price
Restaurant 1	5134	280	112
...			
Pizza Shop	5136	800	400
...			
Restaurant 2	5138	85	34